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Summit. Only 3 mg. tar. And enough flavor to fool you.

Compare 3 mg. Summit with brands that have from 3 to 6 mg. tar—True, Kent III, Decade, Doral II. You'll see—Summit smokes slower and has the more satisfying flavor. Enough flavor to fool you into thinking it's higher in tar than those other brands. Summit gives you smoking satisfaction at only 3 mg. tar. And for something like that, it's worth being fooled.



True smokers
fooled.

Kent III smokers
fooled.

Decade smokers
fooled.

Doral II smokers
fooled.